

Machado | García-Serra | Publicidad

Southeast Toyota

Creative Brief

Develop a fresh and memorable year-long creative campaign that delivers a consistent in-market identity for the South Florida Toyota dealers.

Creative Solution

A creative Campaign was developed to showcase the Hispanic cultural diversity of South Florida and Toyota's core vehicles. The premise of the campaign revolves around three Hispanic valet parking attendants, a Cuban, a Colombian and an Argentinean, who, due to the nature of their job, can be considered "true car experts". The spots use humor to tell the story of the three valet attendants as they try to outsmart each other to drive a Toyota.

Evidence of Effectiveness

Since the launch of the "El Valet" campaign, sales and Hispanic registrations of Toyota vehicles have noticeably increased. The campaign is widely recognized by consumers and the three "valets" have become local celebrities.